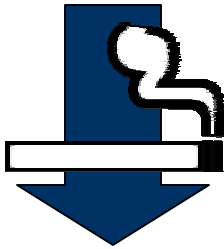


# **ATOD consumption has declined over the past 20 years.**



**Alcohol consumption is  
down.**



**Tobacco consumption is  
down.**



**Other Drug usage is down.**

# Tobacco usage has declined.

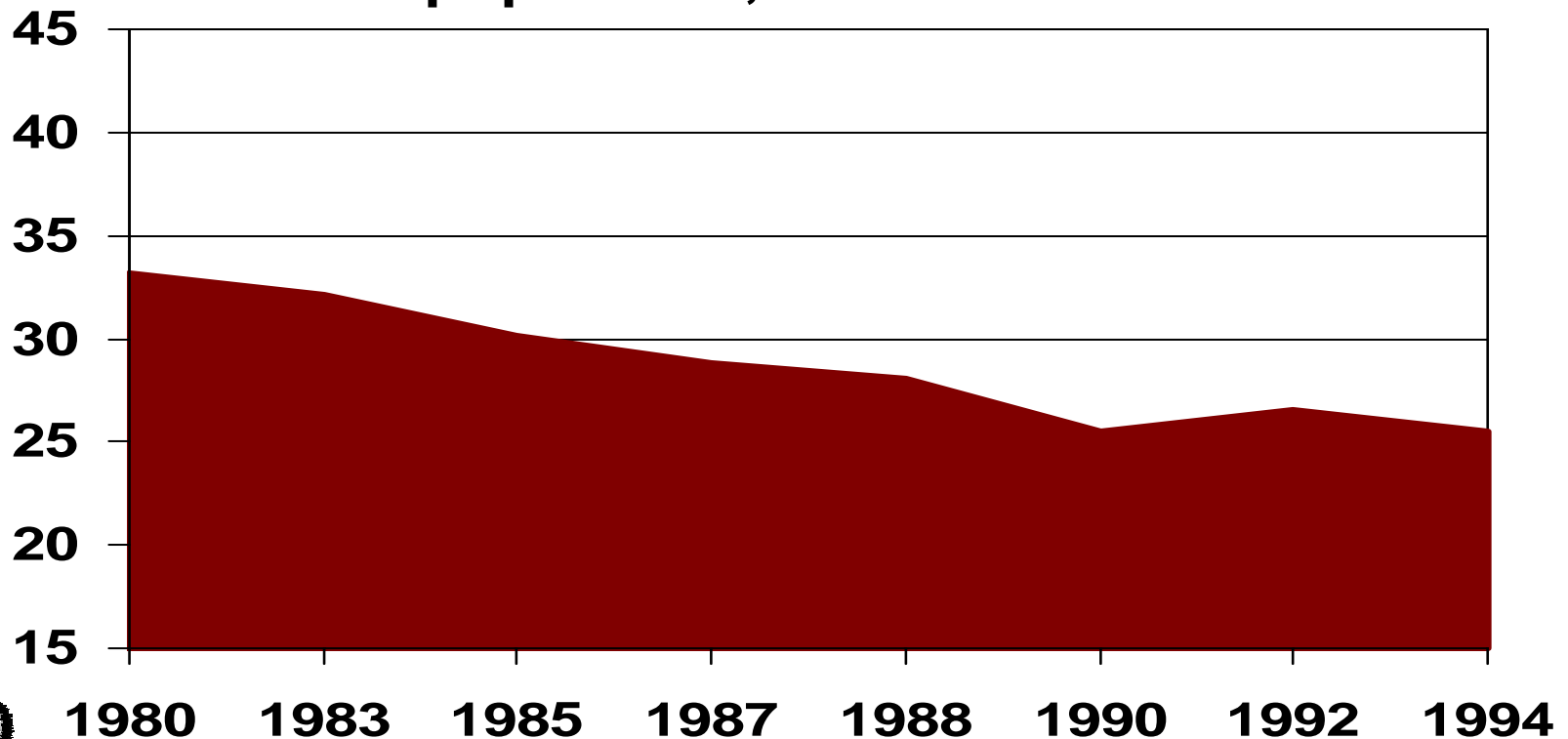
Percent reductions in monthly tobacco use  
by age group (1985 to 1998)

Age	1985	1998	Percent Reduction
12-17	29.4%	18.2%	38%
18-25	47.4%	41.6%	12%
26-34	54.7%	32.5%	40%
35-up	35.5%	25.1%	29%
All ages (1980-1994)	1980: 33.2%	1994: 25.5%	23%



# Smokers account for a smaller percentage of the population.

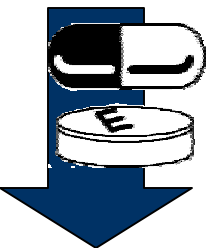
Smokers as a percentage of US adult population, 1980-1994.



# Illicit drug use has decreased.

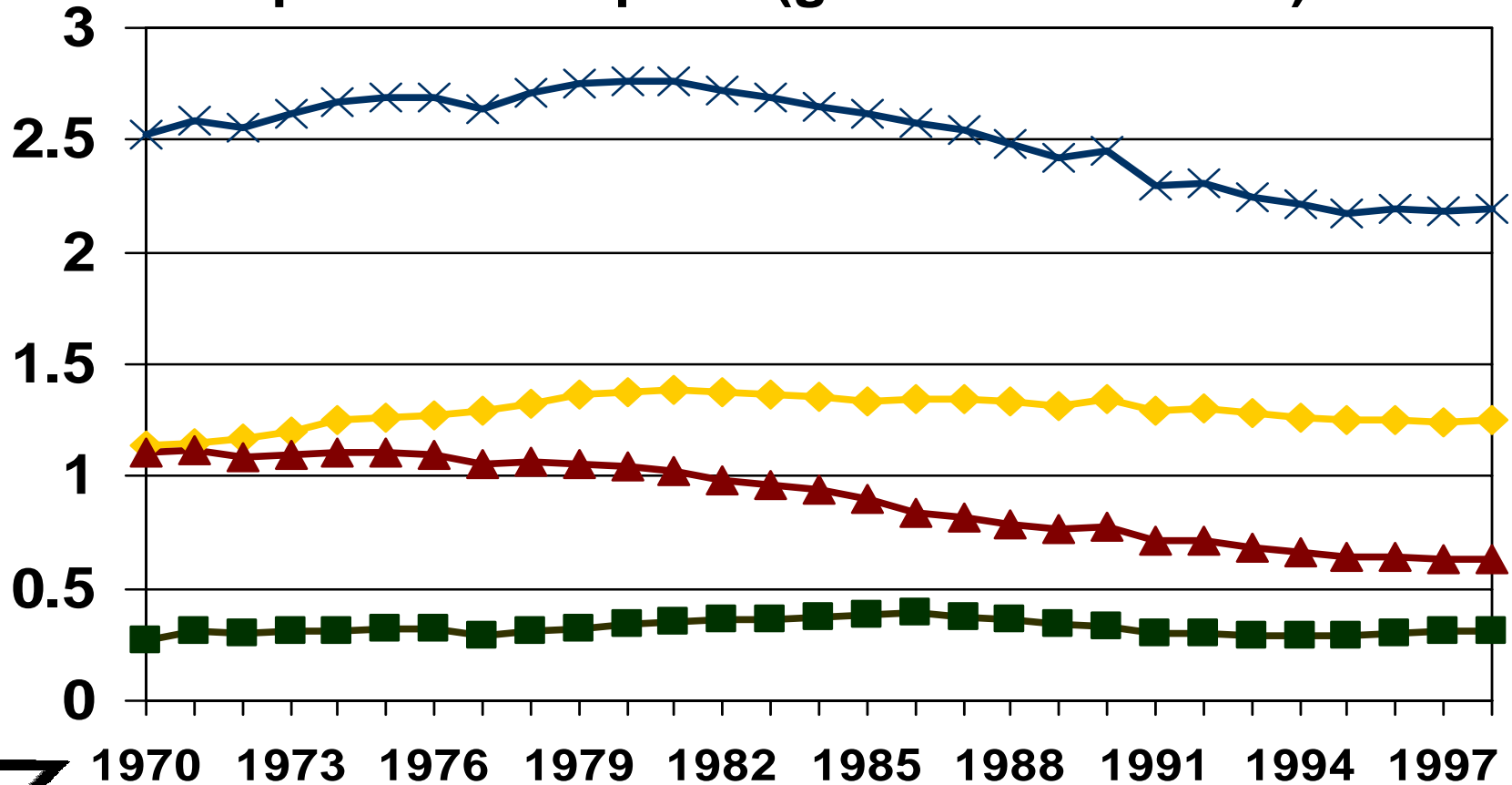
Percent reductions in monthly illicit drug use by age group (1979 to 1998)

Age	1979	1998	Percent Reduction
12-17	16.5%	9.9%	39%
18-25	38%	16.1%	58%
26-34	20.8%	7%	66%
35-up	2.8%	3.3%	(18)%



# Alcohol consumption has decreased in the past 20 years...

Per capita consumption (gallons of ethanol) 1970-97



◆ Beer ■ Wine ▲ Spirits × All beverages



# Alcohol consumption has decreased in the past 20 years...

Reduction in per capita consumption  
1980-1998 (gallons of pure ethanol)

	1980	1998	Percent Reduction
Beer	1.38	1.25	9%
Wine	0.34	0.31	9%
Spirit	1.04	0.63	39%
All Beverages	2.76	2.19	21%



**...and fewer youth are drinking  
now versus twenty years ago.**

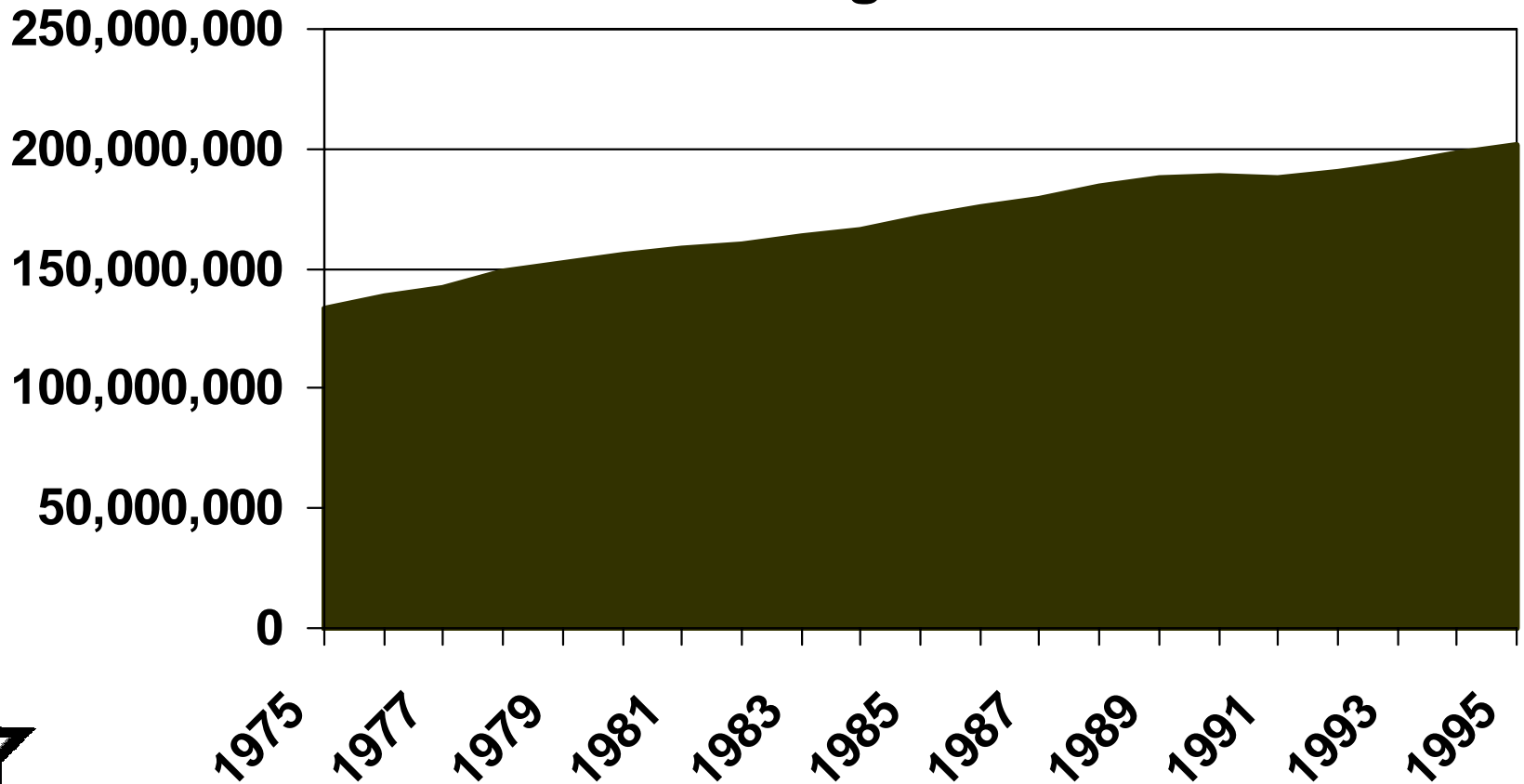
**Percent Reduction: Monthly Alcohol Use, 1979-1998**

Age	1979	1998	Percent Reduction
12-17	49.6%	19.6%	62%
18-25	75.1%	60.0%	20%
26-34	71.6%	60.9%	15%
35-up	59.7%	53.1%	11%



# Vehicle registrations have steadily increased ...

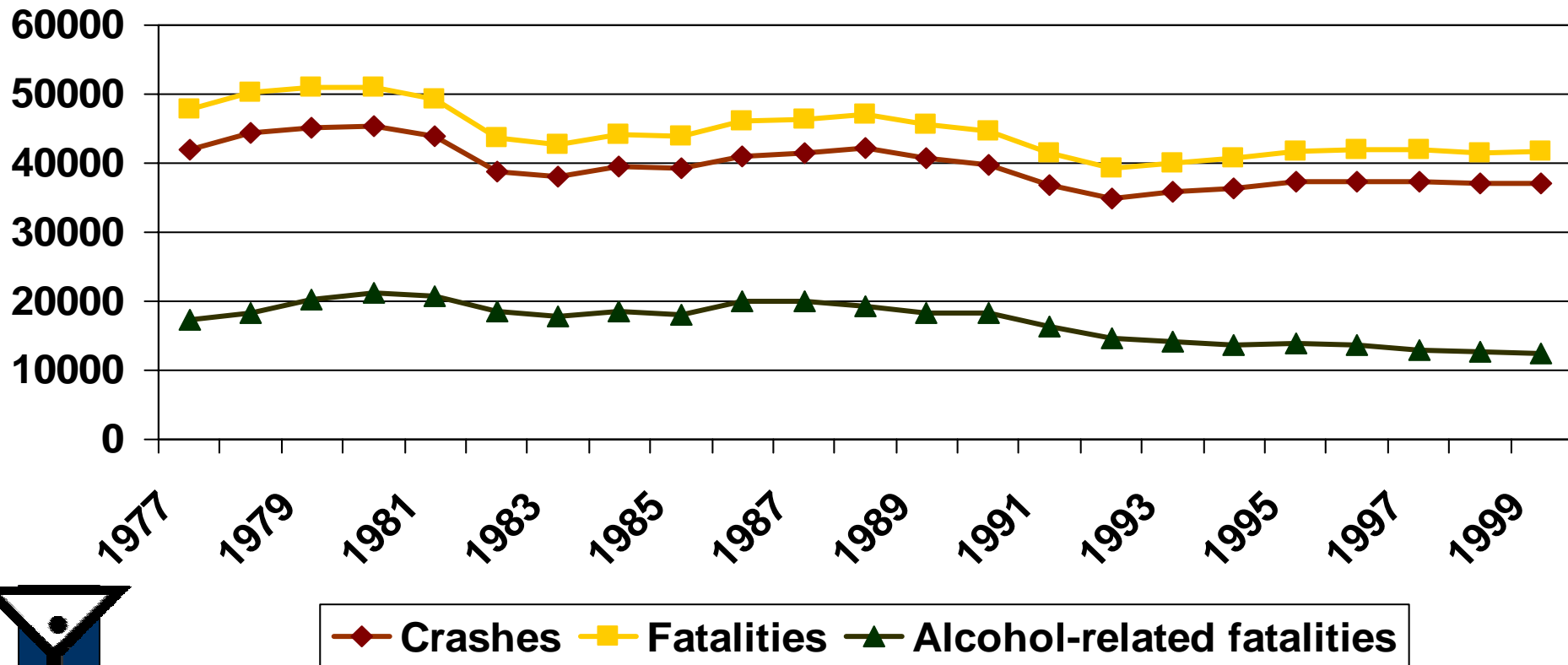
Vehicle Registrations





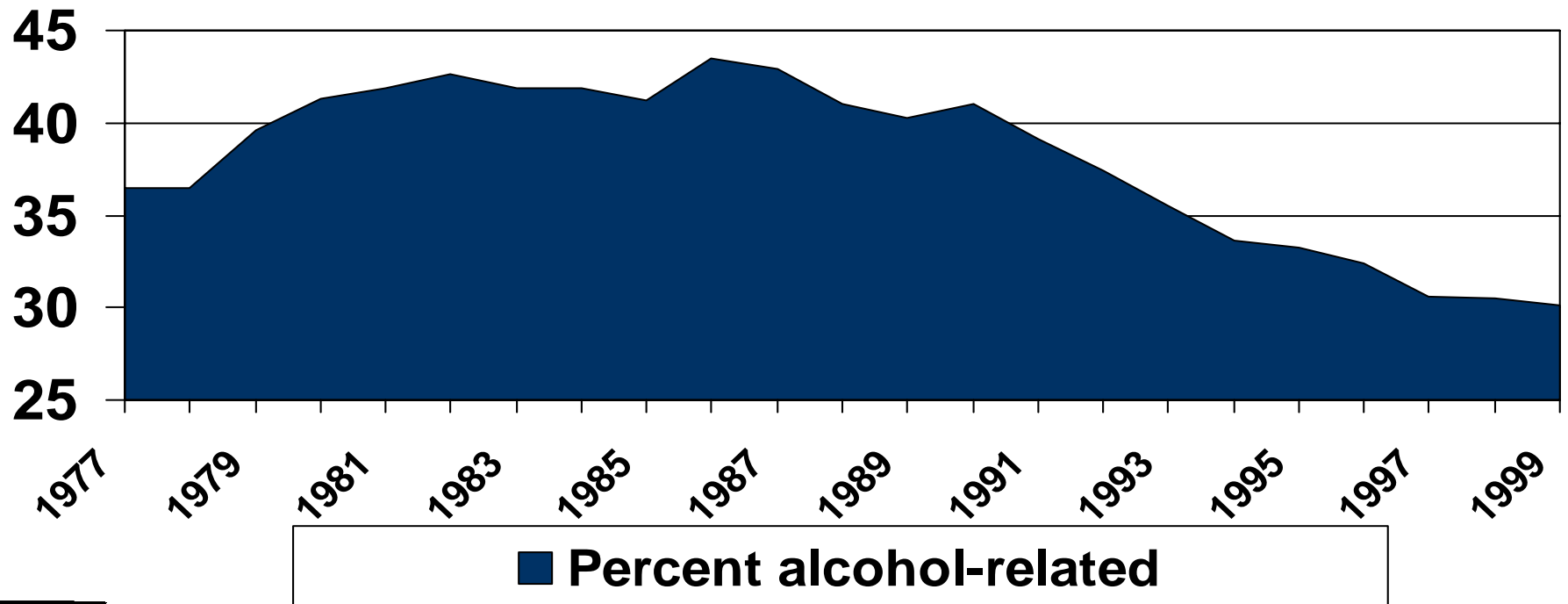
# ...but traffic crashes and fatalities have decreased.

**Absolute numbers of traffic crashes, fatalities, and alcohol related fatalities (1977-1999)**



# In particular, fewer fatalities are alcohol-related.

Percentage traffic fatalities related to alcohol  
(1977-1999)



# What these successes have in common:



- changes in Social Norms
- policy interventions
- deterrence and enforcement

# Drinking in America: Myths, Realities, and Prevention Policy



Center for Enforcing the  
Underage Drinking Laws  
(CEUDL)

Revised to reflect 1999 survey data

Myths about alcohol suggest alcohol is an  
“integral part of American life”.

**From an industry website:**

***“...the vast majority of consumers  
drink responsibly and in  
moderation...”***

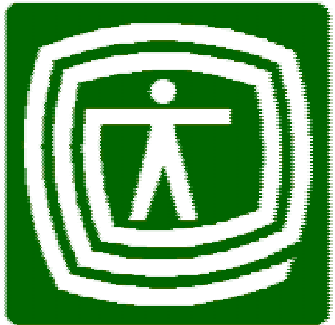
# The real picture of “Drinking in America” is much different.



Adults: Most adults do not drink or drink infrequently.



Youth: Most young people do not drink.



Prevention Policy: There is widespread support for policies to reduce alcohol-related harm.

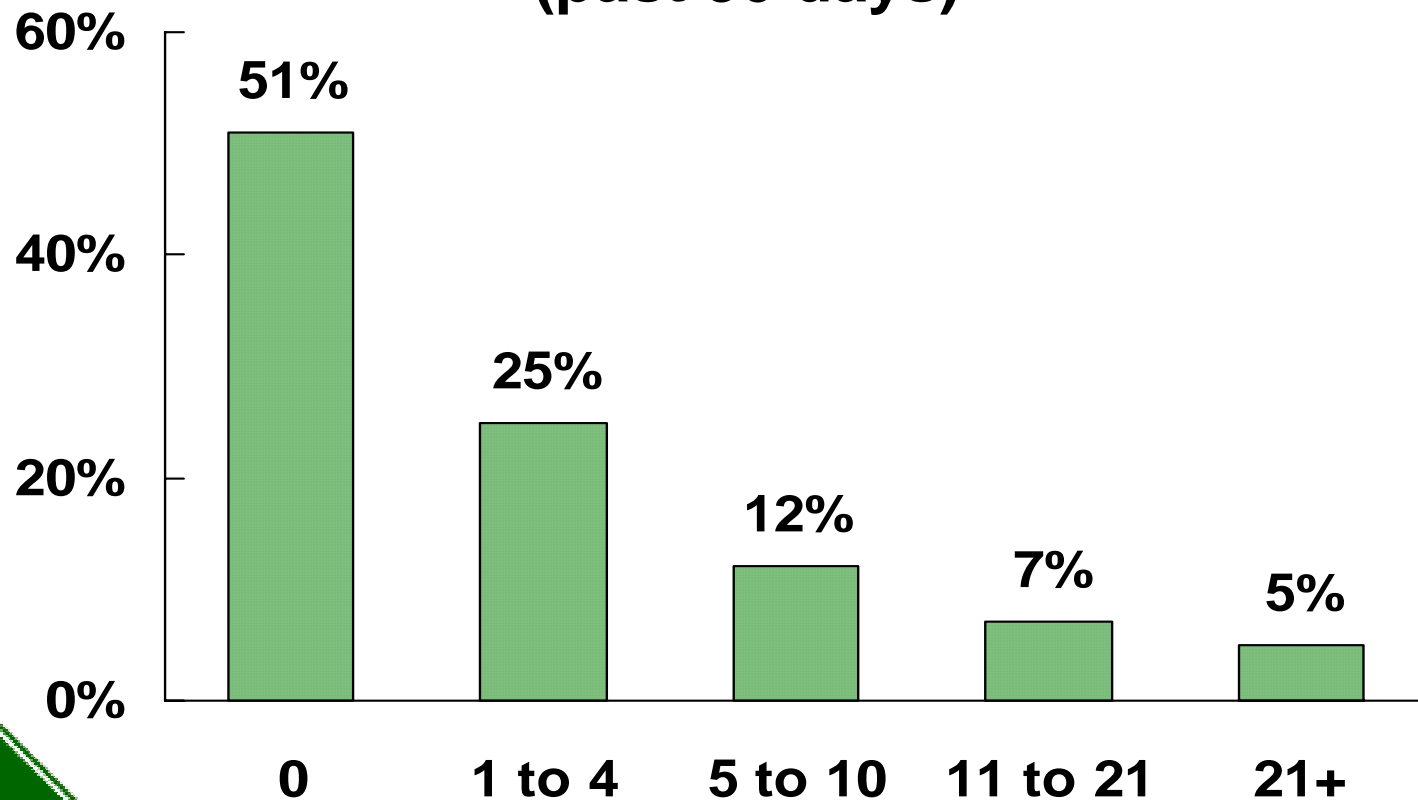
The real picture of “Drinking in America”  
is much different.



Adults: Most adults do not  
drink or drink infrequently.

**Most adults do not drink  
or drink infrequently.**

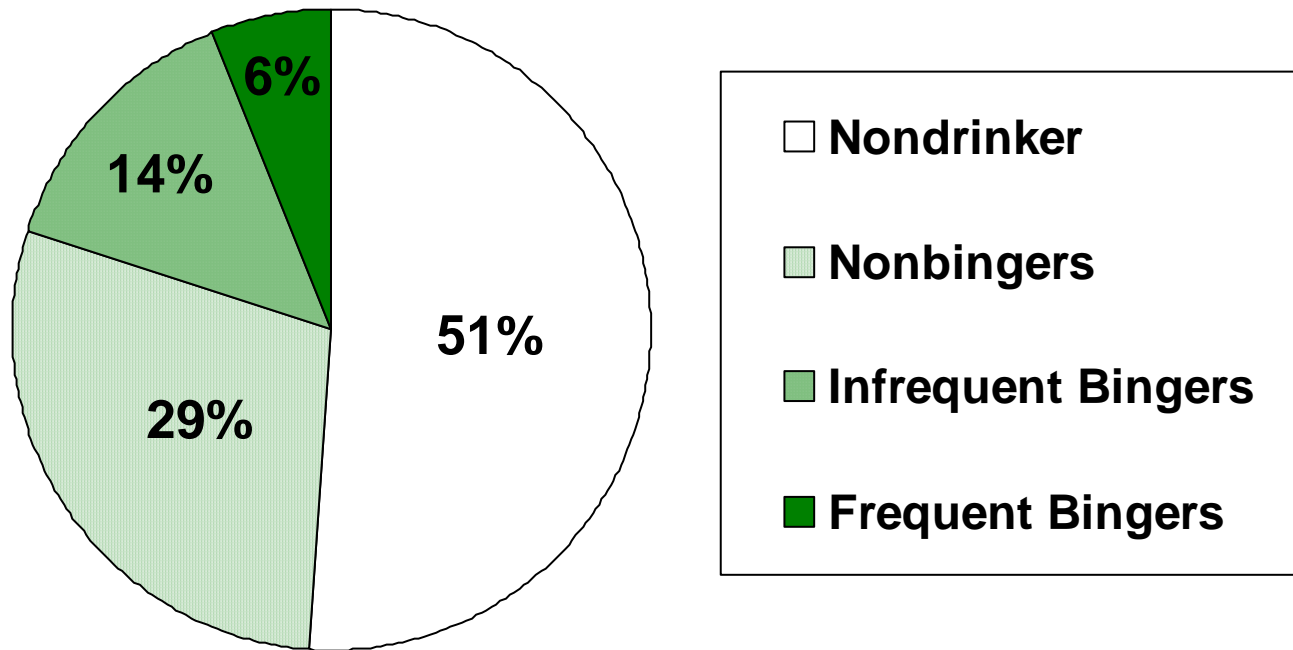
**Frequency of Drinking Among U.S. Adults 21 and Older  
(past 30 days)**





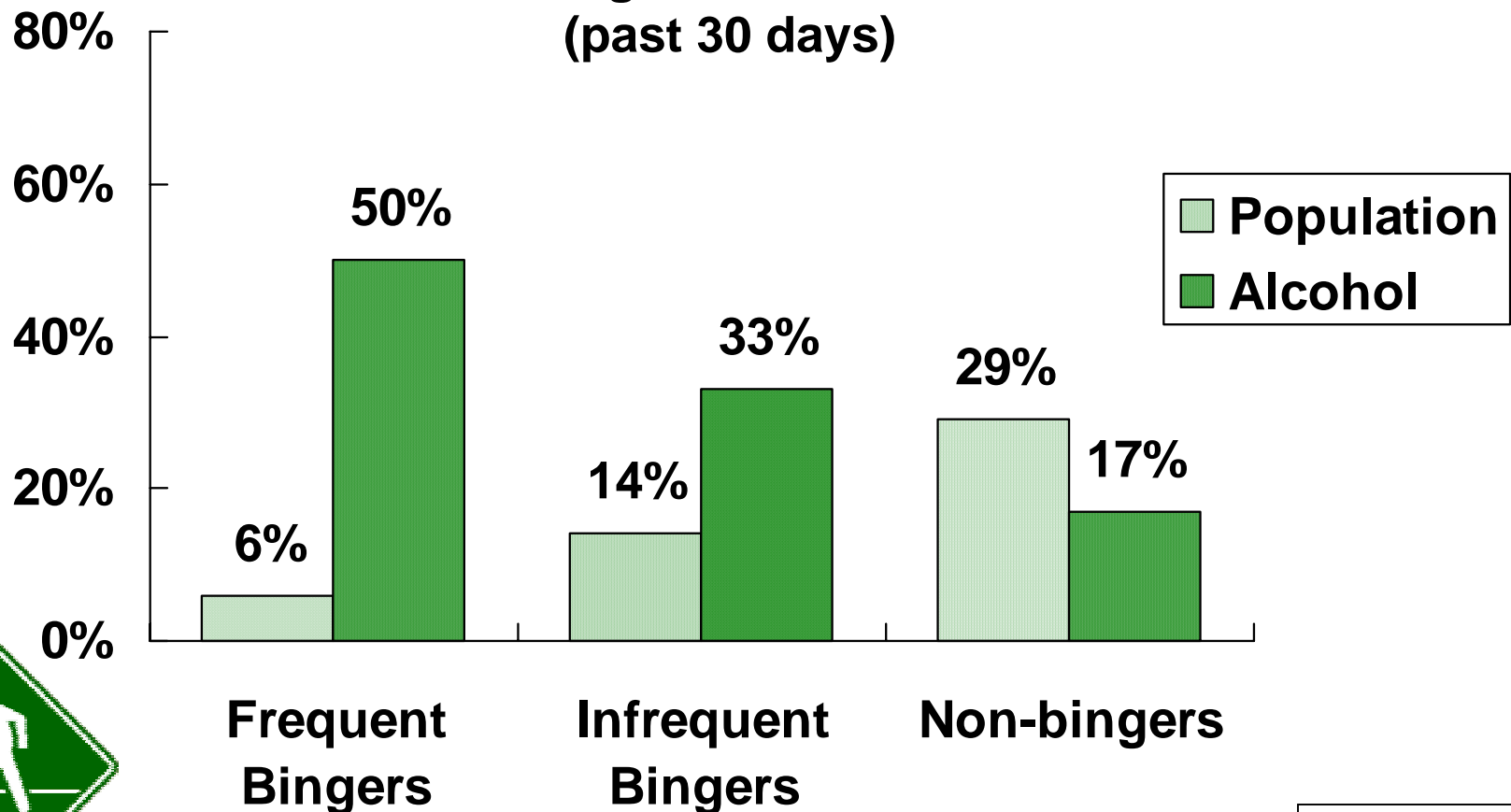
Most adults do not drink  
at a hazardous level.

**Drinking Patterns among U.S. Adults 21 and Older  
(past 30 days)**



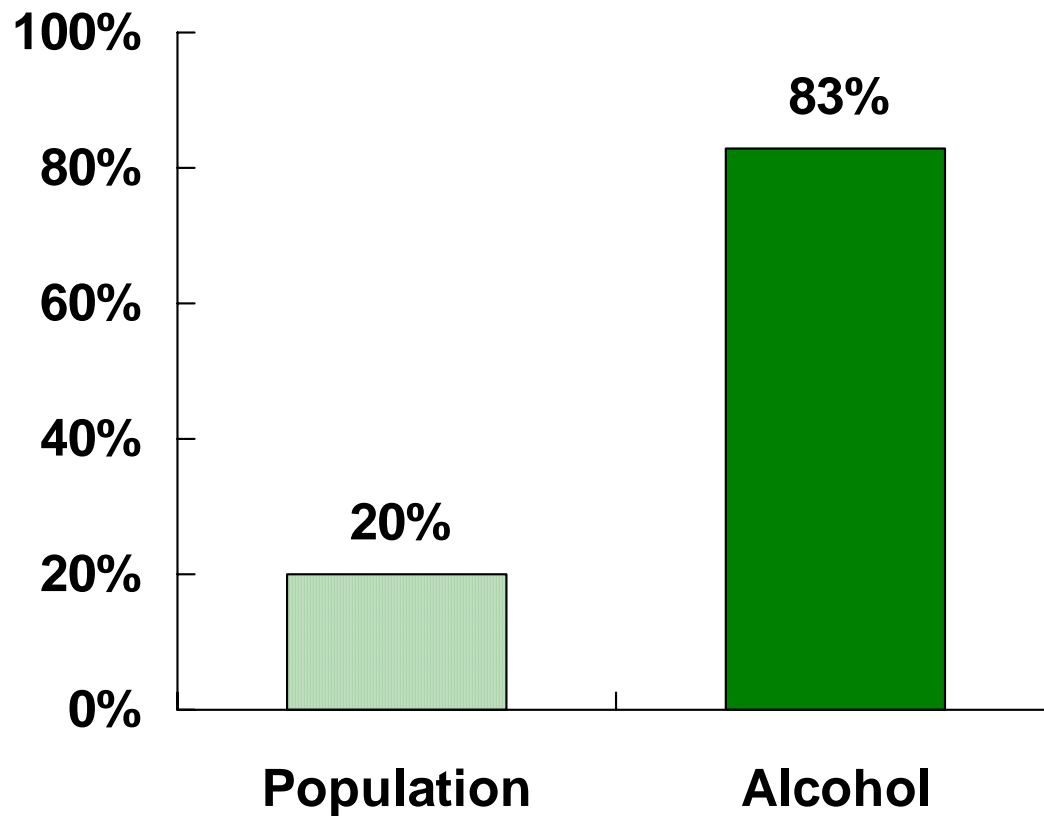
# Alcohol sales depend on the heaviest drinkers.

**Alcohol Consumed by Drinking Pattern  
Among Adult Drinkers  
(past 30 days)**



Binge drinkers are 20% of the population,  
but consume 83% of the alcohol.

## Binge Drinkers



The real picture of “Drinking in America”  
is much different.

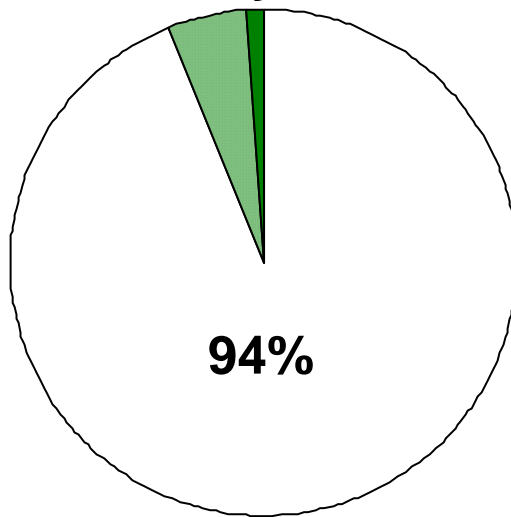


Youth: Most young  
people do not drink.

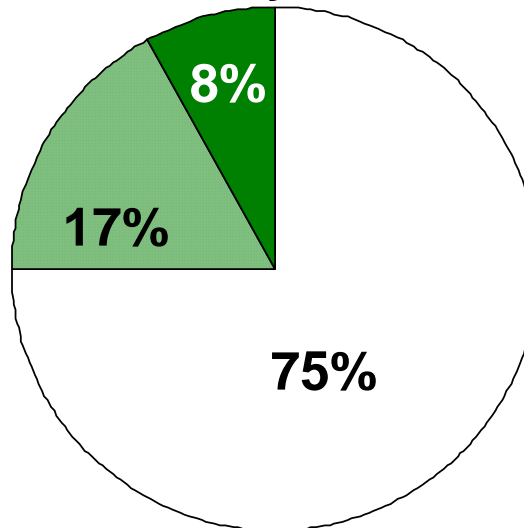
# Most young people do not drink.

## Drinking Among Youth (past 30 days)

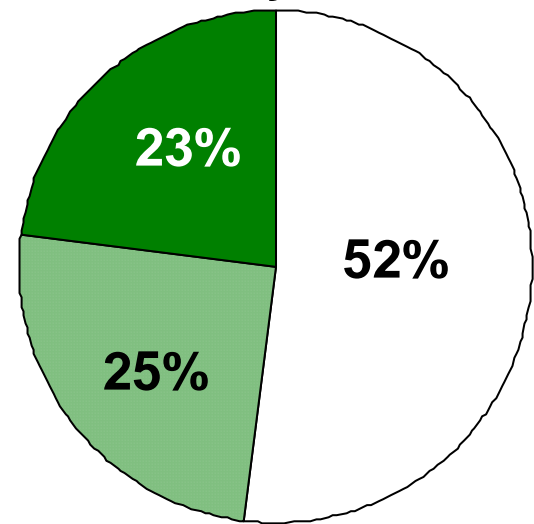
12- to 14-year-olds



15- to 17-year-olds



18- to 20-year-olds



### Drinking occasions

0

1 to 4

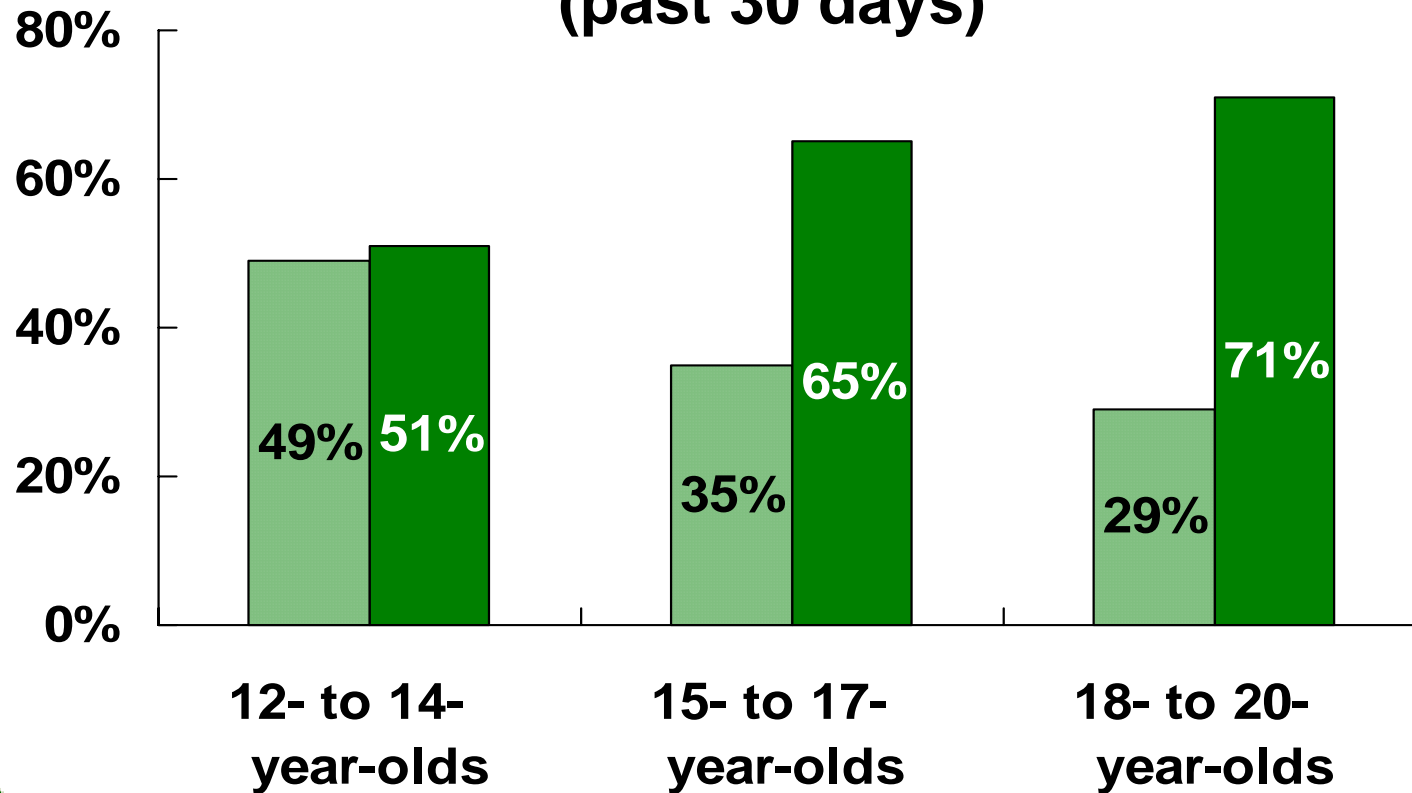
5 or more



CEUDL

# Youth who do drink tend to drink heavily.

## Drinking Patterns Among Youth Who Drink (past 30 days)



Binge Drinking Occasions:

0

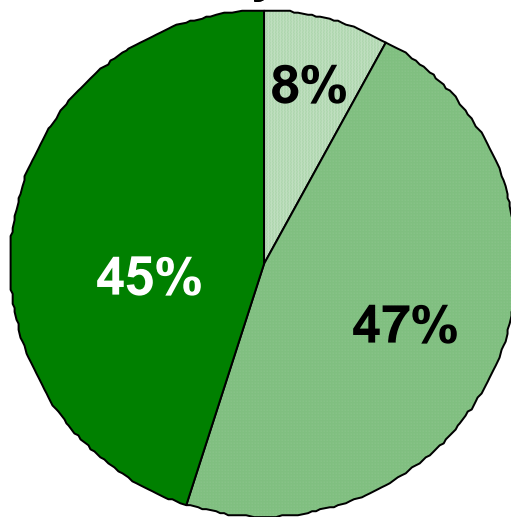
At least 1

CEUDL

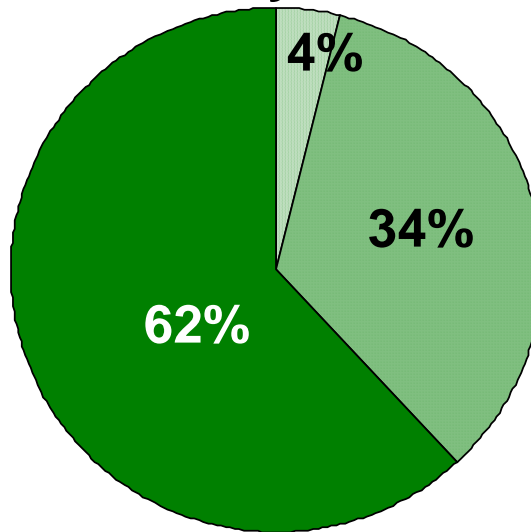
Young bingers consume the majority of the alcohol for their age group.

## Percentage of Drinks Consumed by Drinking Pattern Among Underage Drinkers

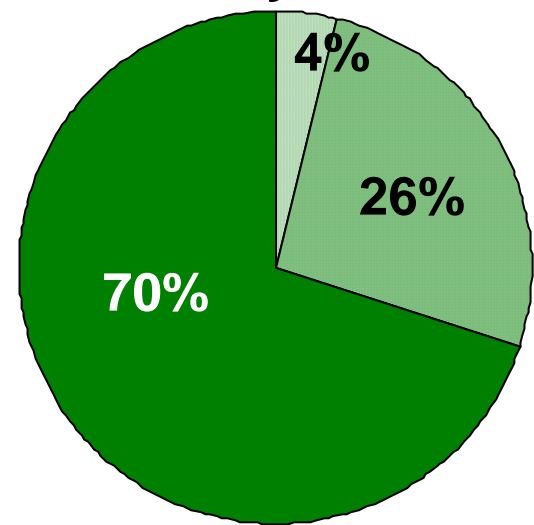
12- to 14-year-olds



15- to 17-year-olds



18- to 20-year-olds



**Nonbingers**

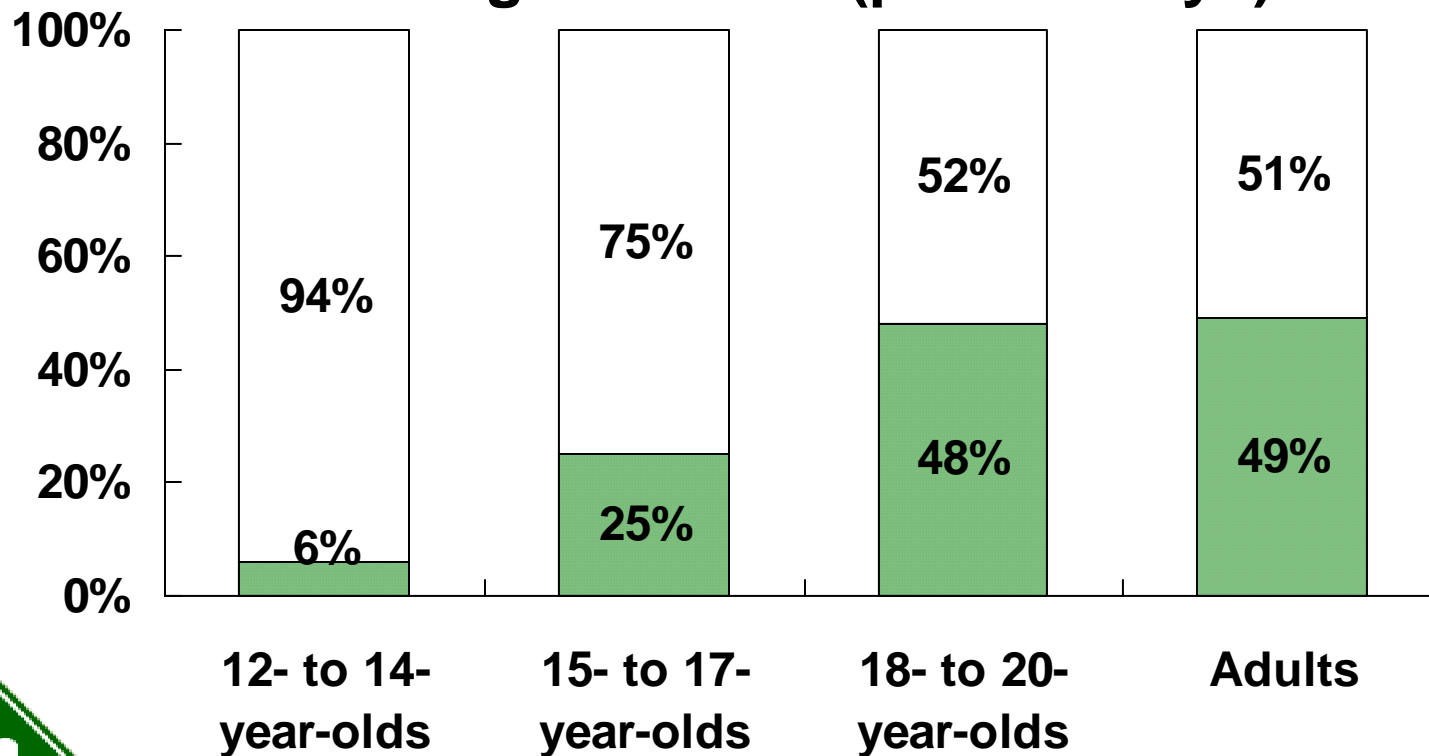
**Infrequent  
Bingers**

**Frequent  
Bingers**

**CEUDL**

# Fewer youth drink, compared to adults.

## Comparison of drinking patterns for adult and underage drinkers (past 30 days)



**Nondrinkers**

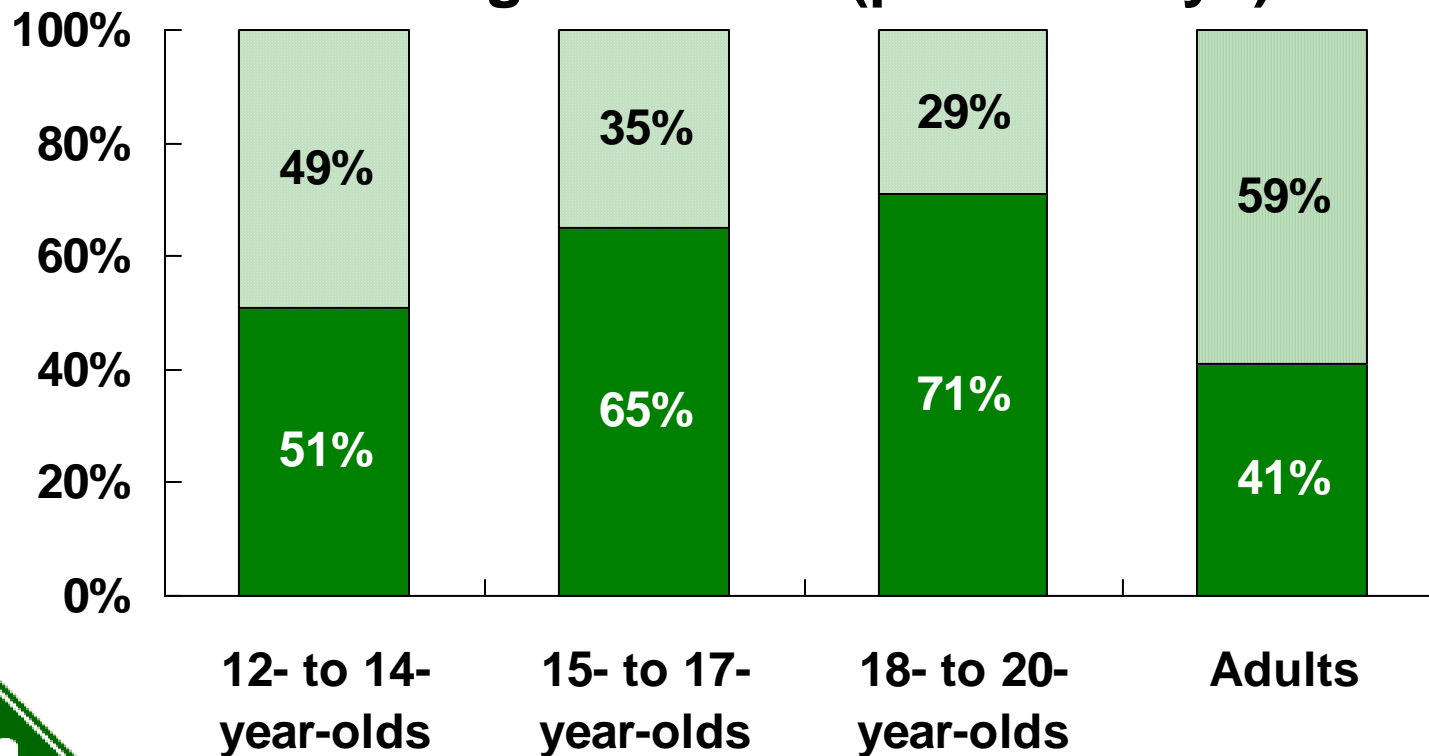
**Drinkers**

**CEUDL**



# Young drinkers tend to drink more heavily than adult drinkers.

## Comparison of drinking patterns for adult and underage drinkers (past 30 days)



**Nonbingers**

**Bingers**

**CEUDL**

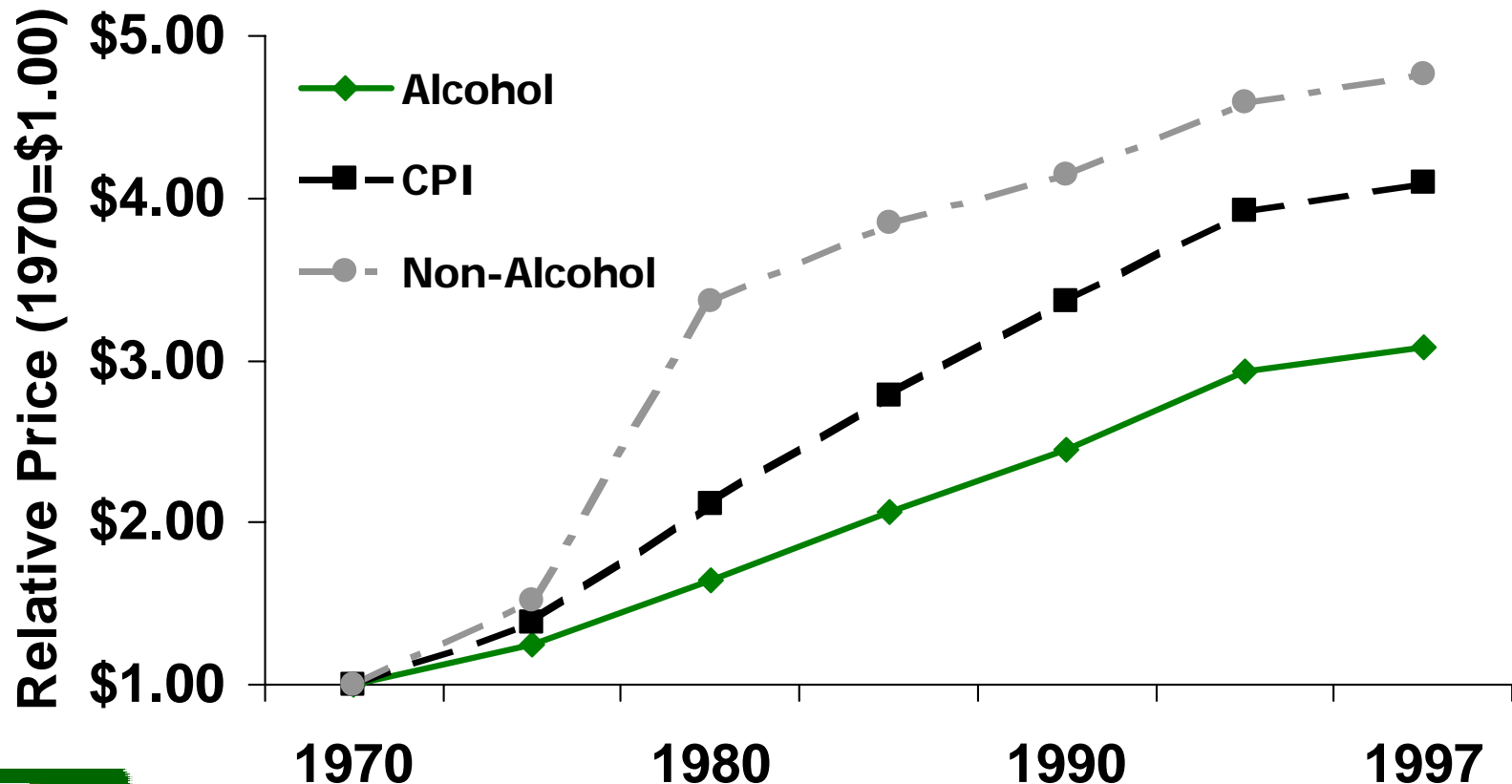
# The real picture of “Drinking in America” is much different.



Prevention Policy: There is widespread support for policies to reduce alcohol-related harm.

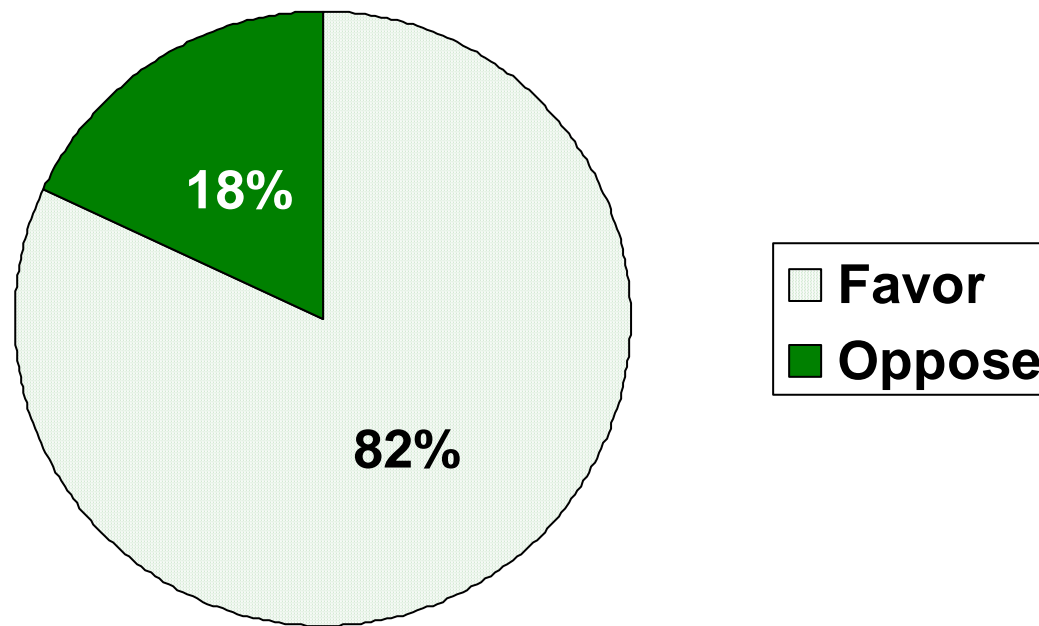
# Alcohol is cheap and becoming cheaper.

## Price of Alcoholic Beverages versus Non-Alcoholic Beverages and Consumer Price Index

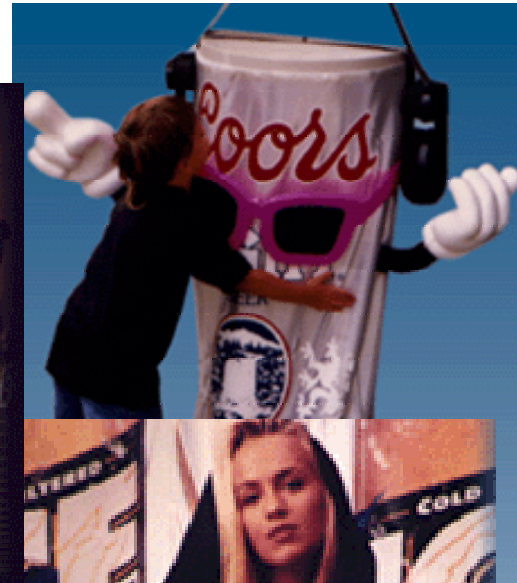
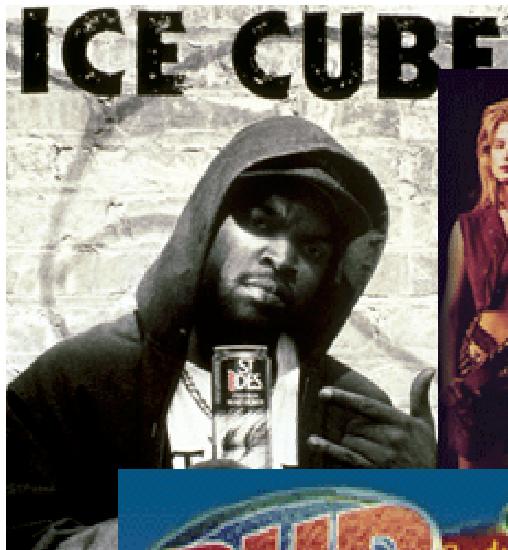


# Most Americans support an increase in taxes on alcohol.

Increase alcohol tax by 5 cents to fund prevention programs?



Americans are bombarded with \$4 billion in alcohol marketing every year.



New alcohol products cater to youthful tastes and may promote underage drinking.

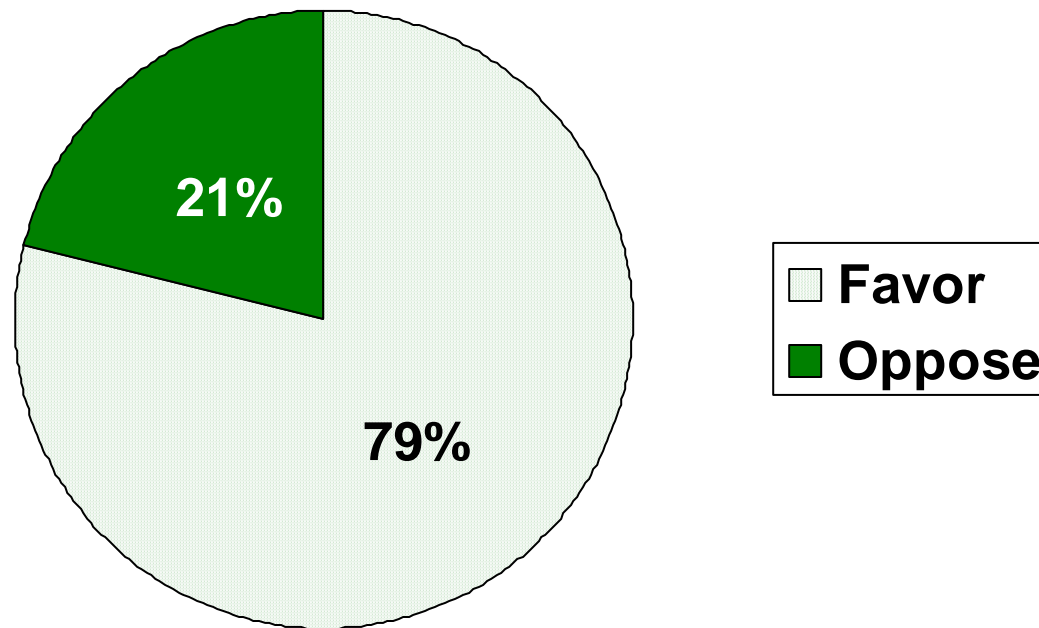
Alcopops appeal to younger drinkers.



CEUDL

# Most Americans support restrictions on alcohol advertising.

Restrict alcohol ads to make drinking less appealing to youth?



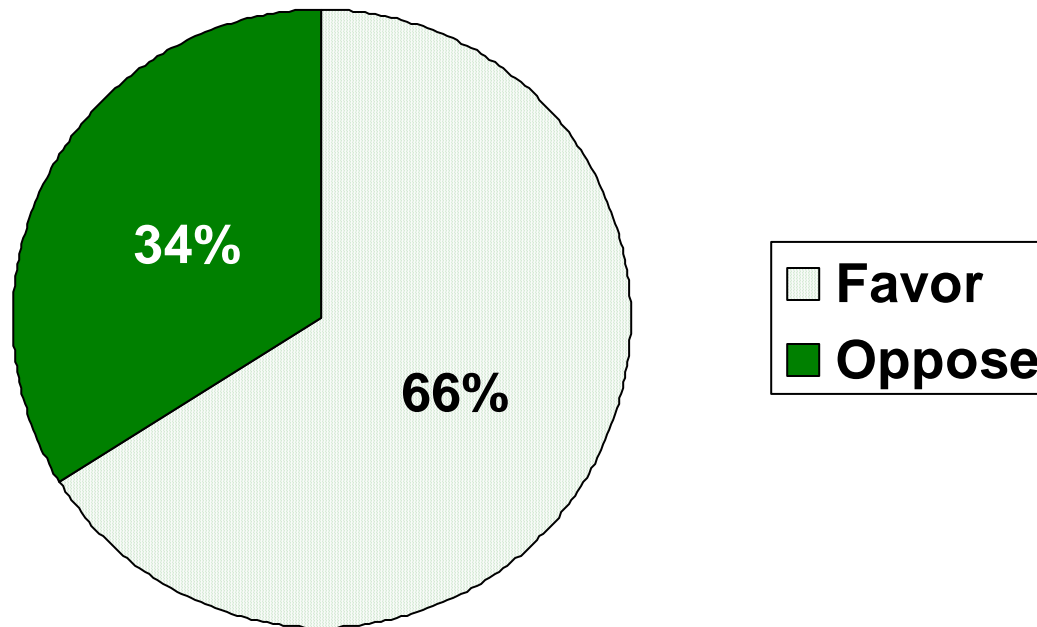
Alcohol is one of the most readily available consumer products.





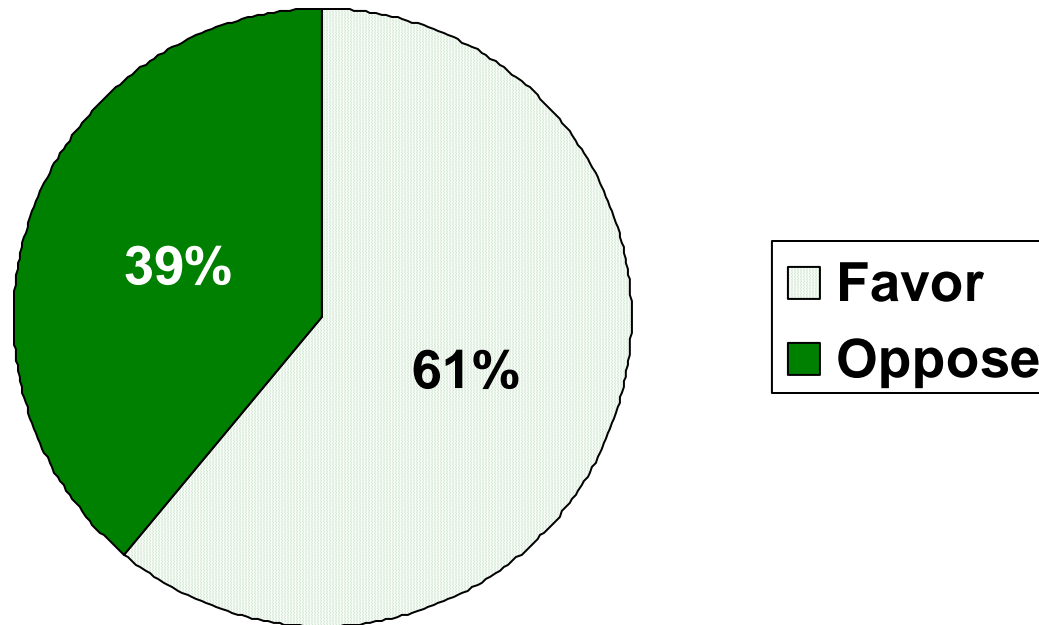
# Most Americans support compliance check programs.

Conduct compliance checks to reduce illegal sales to minors?



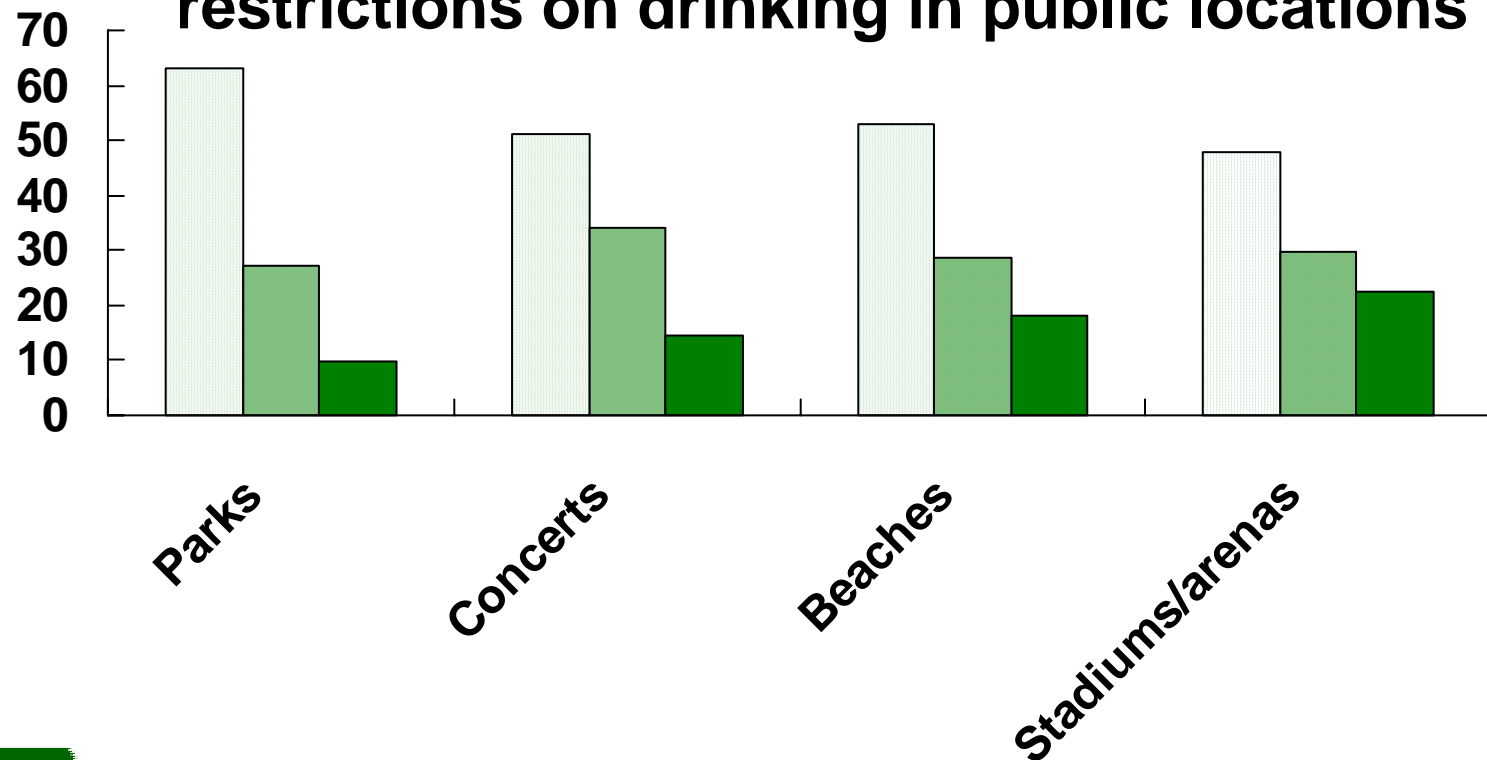
# Most Americans support keg registration laws.

Require registration of beer kegs?



# Most Americans support restrictions on drinking in public locations.

**Percent of U.S. population (18+) favoring restrictions on drinking in public locations**



■ Ban Drinking ■ By Permit Only ■ No restrictions



# The real picture of “Drinking in America” is much different.



Adults: Most adults do not drink or drink infrequently.



Youth: Most young people do not drink.



Prevention Policy: There is widespread support for policies to reduce alcohol-related harm.

The real picture of “Drinking in America”  
is much different.



**Youth who drink tend to drink heavily,  
putting them at high risk of serious harm.**

# What these successes have in common:



- changes in Social Norms
- policy interventions
- deterrence and enforcement